

IN THE CLAIMS:

Please amend claims 12 and 25 in accordance with the following listing showing the status of all claims in the application.

1-10 (Canceled)

11. (Previously Presented) A computer readable medium containing executable instructions that when executed by a computer system implement a method comprising allowing selection of a feedback rule for an online auction contemporaneously with an end-user initiating the online auction, wherein the feedback rule comprises at least one of the group consisting of personalized feedback, conditional feedback and timing of feedback.

12. (Currently Amended) The computer readable medium as defined in claim 11 wherein allowing selection of the feedback rule for an online auction contemporaneously with an end-user initiating the online auction further comprises allowing the end-user to select at least one feedback rule from the group:

no feedback;

full disclosure;

disclosure of a specified number of leading bids only;

informing a bidder of his rank only if ~~a rank~~ the bidder's rank is among a specified number of leading bids; and

informing a bidder whether a bid submitted by the bidder is among a specified number of leading bids.